



**SERAPH**  
PROTECTION GROUP



# Mexico - The facts

500,000,000,000

Estimated annual US drug sales by Mexican Drug Cartels

300,000+

Deaths from drug violence since 2006

73,000+

People reported missing since 2006

34,523

People murdered in 2020

3,000+

Homicides in April 2020

120+

Journalists killed since 2000



# **Worsening situation**

**Powerful well financed drug cartels, and limited governmental security resources continues to prolong and deteriorate the current security situation**







# Poor news coverage

**Mexico was the  
deadliest country  
in the world for  
journalists in 2020**



# Intel gathering

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Reporting on the security situation in Mexico is very **dangerous** as traditional sources are directly targeted by the powerful Drug Cartels.

Social media is a good source of real-time threat intelligence, but until now it has been **impossible** to monitor, sort and validate this vast amount of information.



# Our Solution

**The Armadillo-Intel  
platform monitors  
24/7 >450 Mexican  
news sources as  
well as all Social  
Media platforms for  
potential local  
threats**

***“Real-time machine  
created, human  
validated local intel”***





# Real-time alerts

## Local Human Intelligence

Our on the ground security experts provide human intelligence input variables like colloquial language, landmarks, specific threat identifiers and other relevant markers

Camión se lleva cables de alta tensión Carretera Reynosa vs Río Bravo Hasta el momento no se ha presentado ningun representante de la autoridad <https://t.co/mgcmejsTlI>

 Reynosa Twitter from:R\_CodigoRojo1  source

TRAFFIC

CARRETERA REYNOSA::PLACE

2021-03-25 16:42:03 CDT



## Social & Local News Monitoring

Location specific threat markers are used to monitor, in real time all main Social Media sources (Twitter, Facebook, TikTok, YouTube, Telegram, and Instagram), as well as over hundreds handpicked and validated local news sources.



## World Leading AI Technology

Content is analyzed by our unique Human Response AI – replicating how human security specialists interpret threats. All threats are classified and ranked by the algorithm.



## Instant sharing of alerts

Location specific threat alerts are generated and shared through WhatsApp, e-mail and/or text message

## State Of The Art Accuracy

To provide our clients with the highest possible accuracy all Intel is reviewed and validated, in real-time, by security professionals.

**NO  
false  
positives**



# Online tool for historical threat analysis

Archive of identified  
threats and reference  
articles sorted by  
topic and location

Social Tension Level

344,123 intel items

Day

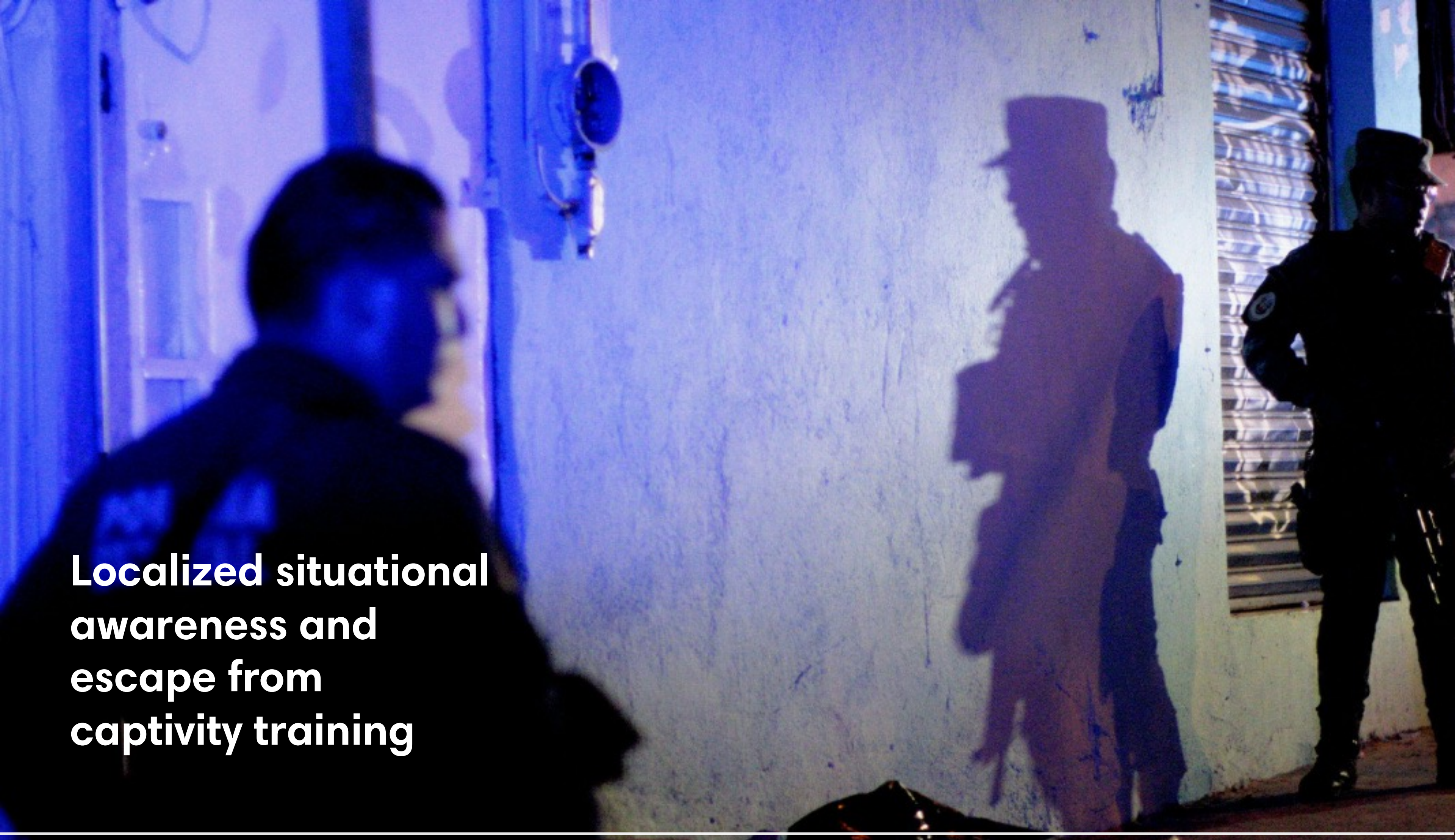
Week

Month

Year







**Localized situational  
awareness and  
escape from  
captivity training**

# **Anti-Kidnapping Training & Consultation**



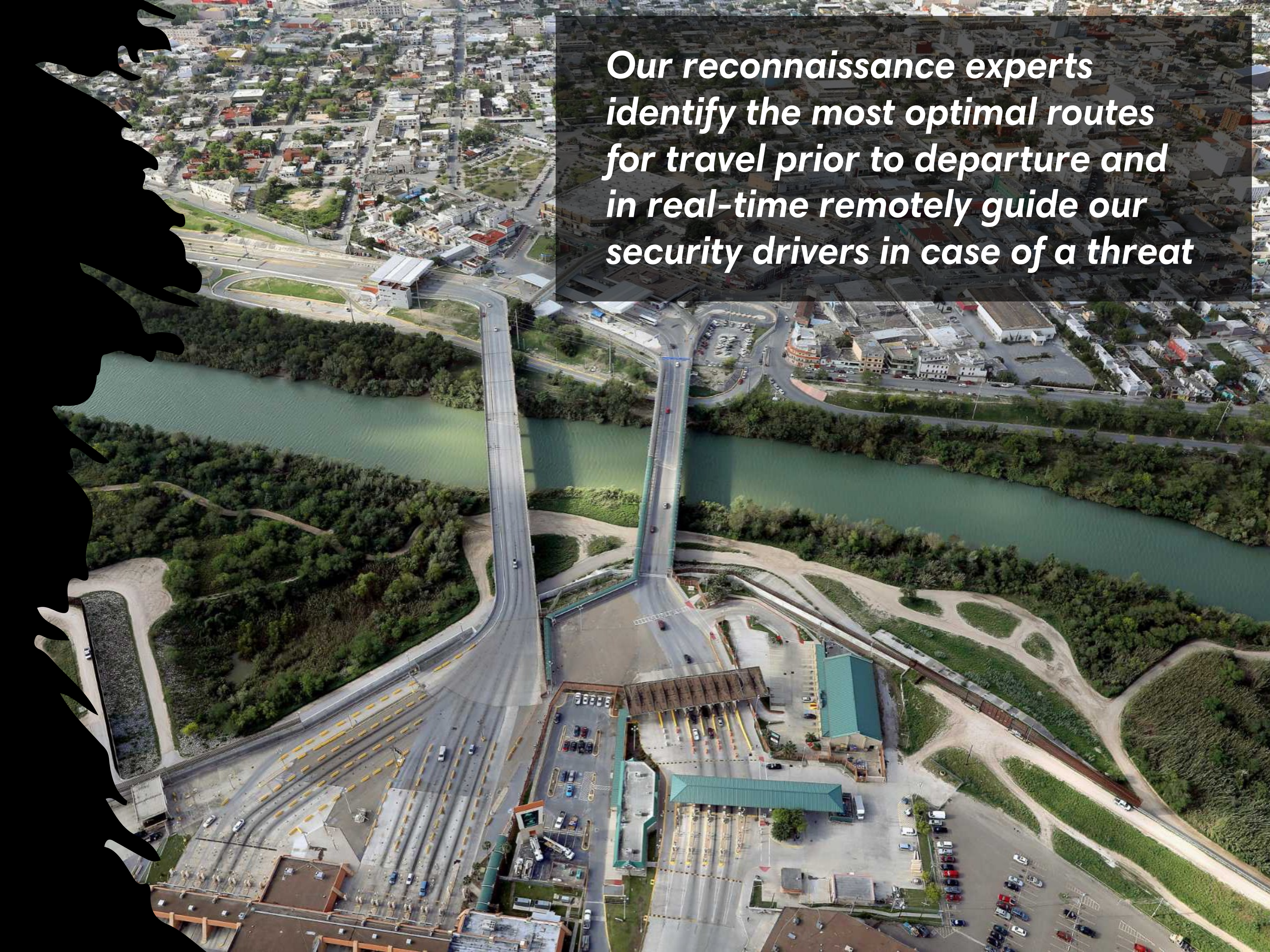
**Daily or as-required  
secure transport  
services for Senior  
Executives**

**Secure  
transportation**

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An aerial photograph of a city landscape. A wide river flows horizontally across the middle of the frame. A multi-lane highway bridge crosses the river, with several lanes of traffic visible. To the left of the bridge, a large, dark, jagged silhouette of a person's head and shoulders is overlaid on the image. In the foreground, there is a large parking lot with many cars, a building with a green roof, and a highway interchange with multiple lanes. The background shows a dense urban area with many buildings and streets.

*Our reconnaissance experts  
identify the most optimal routes  
for travel prior to departure and  
in real-time remotely guide our  
security drivers in case of a threat*



An aerial night view of a city, likely Los Angeles, with a semi-transparent text box overlaid on the left side. The city lights are visible against a dark sky, and a bright orange and yellow glow is on the horizon. The text box contains a list of skills that security drivers are trained in.

***All our security drivers are trained and certified in:***

- ***Threat Identification***
- ***Kidnap Prevention***
- ***Medical First Responder***
- ***Evasive Driving***
- ***Close Protection***



A photograph of a large, modern building with a glass facade that is engulfed in flames at night. Thick black smoke is billowing from the building, filling the upper half of the frame. The fire is visible through the glass windows and from the base of the building. In the foreground, there is a paved area with some red fire extinguishers and a small sign.

**Security audits and  
risk reviews covering  
facilities, staff and  
third-party suppliers**

# **Risk Assessments**

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# Cities covered

Mexico City  
Matamoros  
Reynosa  
Juarez  
Leon  
Monterey  
Tijuana







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